

## California Employer Brief

<b>Title</b>	<b><i>Sungevity Tour and Presentation</i></b>
<b>Employer</b>	Sungevity – A residential solar design and sales company
<b>Interviewee</b>	Susan Hollingshead, V.P. Sungevity People
<b>Meeting Type</b>	On-site visit
<b>Date and Time</b>	May 20, 2011
<b>Location</b>	Oakland, CA
<b>URL</b>	<a href="http://www.sungevity.com">www.sungevity.com</a>
<b>Purpose</b>	The purpose of the visit was to learn about and see first-hand what a major solar technical design company does, what types of jobs are required to do the work, and how its business is run.
<b>Summary</b>	<p>Susan Hollingshead, HR Vice President for Sungevity, described a rapidly expanding web-based enterprise which is essentially a residential solar leasing company. It manages solar installations through a network of preferred installers and its own technical area representatives (TARs). The TARs select, train, inspect and assure the quality of the installers' work. Sungevity's function is to market, lease, and design solar system configurations for residential structures, select and purchase the system components, permit and manage the installation. Sungevity does not manufacture solar panels or components.</p> <p>Formed less than four years ago with 30 employees, Sungevity now employs 215 people - roughly 98% of them in the company's Oakland headquarters -- and expects that number to over double by December of this year. Revenues went up ten-fold from \$2.5 million in 2009 to \$25 million last year and are expected to more than triple to well over \$75 million by the end of 2011. Challenges in this business include educating the market that solar power isn't "just for "Greens," and tackling the delays associated with permitting issues.</p> <p>By focusing on keeping the costs of customer acquisition and initial design low, Sungevity expects to see solar reach parity with the existing grid by 2016. With operations in eight states - Massachusetts, New York, Maryland, Delaware, New Jersey, Arizona, Colorado and California - Sungevity focuses about 20% of its workforce on solar sales consulting and about 20% on the front-end online design group.</p> <p>For the most part, the company looks for an undergraduate degree, often in electrical engineering or environmental science, but also in many other majors, then conducts extensive in-house training to bring new employees up to speed. A key problem, she noted, is that prospective employees fail to have the English language skills required to work closely with customers and colleagues.</p> <p>Ms. Hollingshead cited examples of desirable knowledge or experience for prospective employees. These include HVAC, CAD drafting, sales, and knowledge of government regulations.</p>
<b>Occupations Cited</b>	<p><b>Accounting</b></p> <ul style="list-style-type: none"> <li>• Cost Analyst</li> </ul> <p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>• Contract Management R&amp;I Support Specialist</li> <li>• Customer Care Project Manager</li> <li>• Rebate &amp; Interconnection Specialist</li> </ul> <p><b>Engineering</b></p> <ul style="list-style-type: none"> <li>• Design &amp; Engineering Specialist</li> <li>• Electrical Engineer</li> <li>• PV Systems Drafter</li> <li>• Regional PV Design &amp; Engineering Manager</li> </ul>

	<b>Finance</b> • Fund Associate <b>Human Resources</b> • Payroll Administrator/Receptionist <b>Legal</b> • Senior Contracts Administrator <b>Marketing</b> • Director of Affinity Marketing • Contract Management Specialist <b>Residential Construction Management</b> • Installation Network Developer • Regional Manager, Field Operations • Technical Account Representative <b>Sales</b> • Solar Sales Consultant • Sungevity Solar Consultant <b>Software</b> • IT Ambassadors / Technical Project Managers • Remote Solar Designer • Senior Quality Assurance Engineer <ul style="list-style-type: none"> <li>• System Administrator</li> </ul>
<b>Industries Cited</b>	Solar System Design, Marketing, and Sales
<b>Attendees</b>	Cynthia Solorio and Laurie Achteik/LMID
<b>Contact</b>	<a href="mailto:Laurie.Achteik@edd.ca.gov">Laurie.Achteik@edd.ca.gov</a>

**NOTE: Permission was obtained by the employer to publish this information.**

*This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This solution is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.*